

WHAT IS CLAIMED IS:

1. A method of providing interactive targeted advertising comprising:
providing an interactive graphic object carrying an advertising message;
providing a component at said interactive graphic object able to track and measure user
5 attention to said interactive graphic object;
transmitting measurements of said user attention to a server; and
at said server, determining a charge to an advertiser based on a measurement of user
attention.
2. The method according to claim 1 wherein said user attention comprises user
10 interaction with active graphical elements on said object.
3. The method according to claim 1 wherein said user attention comprises moving said
object to a desktop.
4. The method according to claim 1 wherein said object on a desktop remains in
communication with a server and may receive data from said server for updating an
15 advertising message.
5. The method according to claim 1 wherein said object on a desktop provides a desired
functionality to a user.
6. A business method of providing interactive connections to business clients
comprising:
20 providing a persistent interactive graphic object indicating a business contact;
providing functions associated with said graphic object desirable to a user; and
allowing a business contact to transmit information to said persistent interactive graphic
objects from time to time.
7. The method according to claim 6 wherein said functions associated with said object
25 include electronic messaging with said business contact.
8. The method according to claim 6 wherein said object can be relocated to to a desktop.

9. The method according to claim 6 wherein said object on a desktop remains in communication with a server and may receive data from said server for updating messages, services, or links associated with said object.